



ROYAL CORNWALL
... SHOW / 2018 ...

WADEBRIDGE / 7,8 & 9th JUNE 2018

Demographic Information

A previous show visitor survey provided the following demographic information;

Show Visitors were:	45.2% male	54.8% female
With an age range of:	15 - 20 years	8.6%
	21-40 years	30.5%
	41-65 years	50.3%
	66 years+	10.7%
With and an AB profile of:	56% A, B,C1	
Distances travelled by those visiting:	0 - 20 miles	50.9%
	21-50 miles	35.1%
	51-100 miles	7.6%
	100 miles+	6.4%
Attendance pattern of visitors:	Every year	48.3%
	Occasional	32.4%
	First time	19.3%
Visitors connection with farming:	Yes 44.7%	60.4% farmer
		32.3% allied trade
		7.3% farm worker
	No 55.3%	
Show attendance	Five year average	120,000+

Royal Cornwall Agricultural Association

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